WDAF - TV - Issue Ad Public File Checklist

•	WOMEN VOTE		
	Name of Sponsoring Organization		
. ,	Accepted: Rejected: (mar	k one)	
. •	Class of Time: Rase CALO		
.	9/27-10/3		
Ī	Flight dates and times		
	ALL ANTACHED		
•	Rate charged		
· •	SENATE RACE Description of Issue		
	·	A	Berneto - weeks the control
•	1120 Connecticut	Ave WASHINGTON DC	7003
,	Address of Sponsoring Organization		
•		F1 Address	
	Telephone Number of Sponsoring Organization	Email Address	
	Sponsor's Officers/Directors/Executive Committ	88	
		Company of the Compan	
	STEPHANIL Schriock	7726	
		Tanax y y harmone was to be added to the fact of the control of th	
,	Description of substantiation provided (if any)		
0.	Proper Sponsorship Identification: Yes	No	
		/ /	
	CM -	9/26/12	
lame		Date	

WDAF-TV

ORDER

Flight Dates 09/27/12-10/03/12

Order Sep 00:30:00

Product Estimate # 1883

WOMEN VOTE Alt Order # 09829857 578501 Contract / Revision Original Date / Revision Billing Type Cash

Agency Com 15% 09/26/12 09/26/12 Order Type **GENERAL Billing Contact**

Billing Cycle EOM/EOC Advertiser Women Vote 3050 K Street NW Billing Calendar BROADCAST

Ste 100 Demographic A35+ Washington, DC 20007

Agency Waterfront Strategies Rev Codes SP-POL PLI **GEN Buying Contact**

Sales Office DC-M Product Codes PL2C Sales Region NAT 2 **Priority** 1010 Wisconsin Avenue

Agency Ref Advertiser Ref Suite 800 Washington, DC 20007

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date Dan Driscoll 100%

Order Share 28% Market Value 135392

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	7%	9477
KCWE	%	0
KMBC	32%	43325
KMCI	%	0
KPXE	%	0
KSHB	32%	43325
KSMO	1%	1353

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount September 2012 32 \$10,718.50 \$12,610.00 0.00 08/27/12 09/30/12 32 \$10,718.50 \$12,610.00 October 2012 38 \$21,505.00 \$25,300.00 0.00 10/01/12 10/03/12 38 \$21,505.00 \$25,300.00 70 Totals \$32,223.50 \$37,910.00 0.00

											Tota	ls
Ln Ch	Start	End	Inventory Code	Break	Start/End 7	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 4	09/27/12	2 09/28/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	F	:30	1	\$450.002	0.00 NM	1	\$450.00
FOX 4 N	IEWS AT	530A										
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				- 1		
Week: 09/2	24/12	09/30/12	F	1	\$450.00	0.00				1		
E 2 4	09/27/12	2 09/28/12	M-F 6-7a	CM-AII	6-7a	F	:30	2	\$450.002	0.00 NM	2	\$900.00
			M-F 6-7a									
FOX 4 N	IEWS AT	6A										
Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/2	24/12	09/30/12	F	2	\$450.00	0.00				- 1		
E 3 4	09/27/12	2 09/28/12	M-F 7-9a	CM-AII	7-8a	F	:30	2	\$450.002	0.00 NM	2	\$900.00
			7-8a		(7:00 AM-8:0	(MA 00				1		
FOX 4 N	IEWS									1		
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				j		



578501 Flight Dates 09/27/12-10/03/12

Hiatus Dates

<u>Original Date / Revision</u> 09/26/12/ 09/26/12

Order Sep 00:30:00

Print Date: 09/26/12

Advertiser Women Vote

Product WOMEN VOTE

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len S	nots	Rate Pri	Rtg Type	Tota	als Amount
E 3 4	09/27/	12 09/28/12		CM-AI		F	:30	2		0.00 NM	3pots 2	\$900.00
			7-8a		(7:00 AM-8	•	.00	2	Ψ+50.002	O.OO INIVI	2	φ 9 00.00
FOX 4 N												
Sta Week: 09/2	rt Date 24/12	End Date 09/30/12	<u>Weekdays</u> F	Spots/Week	Rate \$450.00	Rating						
E 4 4		12 09/28/12		CM-All		0.00 F	:30		6450.000	0.00 1/14		****
,	00,27,	.2 00,20,12	8-9a	Olvi-7-ti	(8:00 AM-9:	•	:30	2	\$450.002	0.00 NM	2	\$900.00
FOX 4 N	NEWS				(,,						
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/2		09/30/12	~F		\$450.00	0.00						
E 5 4	09/29/	12 09/29/12	Sa 7-9a 7-8a	CM-AII	7-8a (7:00 AM-8:	S-	:30	1	\$375.002	0.00 NM	1	\$375.00
FOX 4 N	NEWS		1 04		(1.00 AMPO.	OO AM)						
<u>Star</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/2		09/30/12	S-	1	\$375.00	0.00						
E 6 4	09/29/1	12 09/29/12	Sa 7-9a	CM-AII		S-	:30	1	\$375.002	0.00 NM	1	\$375.00
FOX 4 N	IEWS		8-9a		(8:00 AM-9:	00 AM)						
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2	24/12	09/30/12	S-	1		0.00						
E 7 4	09/30/1	2 09/30/12	Su 7-9a	CM-Ail	7-8a	S	:30	1	\$150.002	0.00 NM	1	\$150.00
FOX 4 N	IEIMO		7-8a		(7:00 AM-8:	00 AM)						
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2		09/30/12	S	<u>Opots/Week</u>		0.00				ı		
E 8 4	09/30/1	2 09/30/12	Su 7-9a	CM-All		5	:30	1	\$150.002	0.00 NM	1	\$150.00
E01(41)			8-9a		(8:00 AM-9:	00 AM)					,	4100.00
FOX 4 N		End Data	Mankdage	Constantination	-	5.4				[
Week: 09/2	<u>t Date</u> 24/12	End Date 09/30/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
			FOX News Sund	•	9a-10a	S	:30	1	\$150.002	0.00 NM	4	£450.00
			FOX News Sund		50 100	3	.50	'	ψ100.00 Z	U.UU INIVI	1	\$150.00
FOX 4 N												
	t Date	End Date	<u>Weekdays</u> S	Spots/Week	<u>Rate</u>	Rating						
Week: 09/2 E 10 4		09/30/12	M-F 9-10a	<u> </u>	\$150.00	0.00						
L 10 4	0312111	2 09/20/12	M-F 9-10a	CM-All	9-10a	F	:30	2	\$150.002	0.00 NM	2	\$300.00
FOX 4 N	EWS AT	79A										
Start	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 09/2		09/30/12	F	2	\$150.00	0.00						
E 11 4	09/27/1	2 09/28/12	M-F 10-11a	CM-All	10-11a	F	:30	2	\$200.002	0.00 NM	2	\$400.00
LIVE W I	KELLY		M-F 10-11a									
	<u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating				I		
Week: 09/2	4/12	09/30/12	F	2	\$200.00	0.00						
E 12 4	09/27/1	2 09/28/12	M-F 12p-1p	CM-AII	12-1p		:30	2	\$225.002	0.00 NM	2	\$450.00
FOX 4 NI	E10/C AT	NOON	M-F 12-1p									
		End Date	Weekdays	Spots/Week	Pata	Pating						
Week: 09/2		09/30/12	F	2	<u>Rate</u> \$225.00	Rating 0.00						
****		2 09/28/12	M-F 3-4p	CM-Aff		F	:30	2	\$150.002	0.00 NM	2	\$300.00
			M-F 3-4p		•			_		3.55 (417)	4	ψουσισσ
JUDGE J	IOE/JU[JGE JOE								ļ		



578501

Flight Dates 09/27/12-10/03/12

Hiatus Dates

<u>Original Date / Revision</u> 09/26/12/ 09/26/12

Order Sep 00:30:00

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Advertiser Women Vote

Product WOMEN VOTE

in Ch. Otto B.d.		~					Tota	als
Ln Ch Start End			Time Days	Len S		Rtg Type S		Amount
E13 4 09/27/12 09/28/1	2 M-F 3-4p CM-A M-F 3-4p	I 3-4p	F	:30	2 \$150.002	0.00 NM	2	\$300.00
JUDGE JOE/JUDGE JOE	101 1 O 1p							
Start Date End Date		<u>Rate</u>	Rating					
Week: 09/24/12 09/30/12		2 \$150.00	0.00					
E 14 4 09/27/12 09/28/1	2 M-F 4-5p CM-A M-F 4-5p	l 4-5p	F	:30	2 \$300.00 2	0.00 NM	2	\$600.00
JUDGE JUDY/JUDGE JUD								
Start Date End Date		<u>Rate</u>	Rating					
Week: 09/24/12 09/30/12		\$300.00	0.00					
E 15 4 09/27/12 09/28/1	∠ M-F 5-6p CM-Al 5-530p	I 5-530p - (5:00 ₽M-5::	E	:30	1 \$450.00 2	0.00 NM	1	\$450.00
FOX 4 NEWS	5-550p	(3.00 FIVE).	30 FW)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/24/12 09/30/12	F ·		0.00					
E 16 4 09/27/12 09/28/1	2 M-F 5-6p CM-AI 530-6p	1 530-6p	F	:30	1 \$450.002	0.00 NM	1	\$450.00
FOX 4 NEWS	550-op	(5:30 PM-6:0	JO PIVI)					
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/24/12 09/30/12		4 .00.00	0.00	·····				
E 17 4 09/27/12 09/28/1	·	I 6-630p	E	:30	1 \$600.002	0.00 NM	1	\$600.00
FOX 4 NEWS AT 6P	M-F 6-630p							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/24/12 09/30/12	F 1	4000.00	0.00					
E 18 4 10/01/12 10/01/12		7p-8p	M	:30	1 \$2,100.002	0.00 NM	1	\$2,100.00
BONES	FOX Prime Monday 7-8p							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/01/12 10/07/12		\$2,100.00	0.00					
E 19 4 10/02/12 10/02/12		7p-8p	-T	:30	1 \$1,800.002	0.00 NM	1	\$1,800.00
RAISING HOPE/BEN&KAT	Raising HOpe/Ben & Kate E							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12		\$1,800.00	0.00					
E 20 4 10/02/12 10/02/12	,	8p-9p	-T	:30	1 \$2,800.002	0.00 NM	1	\$2,800.00
NEW GIRL/MINDY	New Girl/Mindy Project					i		
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/01/12 10/07/12		\$2,800.00	0.00					
E 21 4 10/03/12 10/03/12	2 X Factor Wednesday CM-All	7-9p	W	:30	1 \$2,600.002	0.00 NM	1	\$2,600.00
X FACTOR	FOX X Factor					ı		
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating			-		
Week: 10/01/12 10/07/12		\$2,600.00	0.00					
E 22 4 09/27/12 09/28/12		9-930p	F	:30	1 \$750.002	0.00 NM	1	\$750.00
FOX 4 NEWS	9-930p	(9:00 PM-9:3	SU PIVI)					
Start Date End Date	Weekdays Spots/Week	Rate	Rating			1		
Week: 09/24/12 09/30/12	F 1	\$750.00	0.00					
E 23 4 09/27/12 09/28/12	· · · · · · · · · · · · · · · · · · ·	930-10p	F	:30	1 \$750.002	0.00 NM	1	\$750.00
FOX 4 NEWS	930-10p	(9:30 PM-10:	:00 PM)					
						1		



578501

Flight Dates 09/27/12-10/03/12

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:30:00

Advertiser Women Vote

Product WOMEN VOTE

Ln (Inventory Code			Time Days	Len Sp	oots	Rate Pri	Rtg Type	Tota Spots	lls Amount
E 23	4 09/2	7/12 09/28/12	•	CM-All	930-10p	F	:30	1	\$750.002	0.00 NM	1	\$750.00
F	OX 4 NEWS		930-10p		(9:30 PM-10	J:UU PIVI)						
	Start Date	e End Date	<u>Weekdays</u>	Spots/Week		Rating						
	ek: 09/24/12	09/30/12	F	1	\$750.00	0.00						
E 24	4 09/2	7/12 09/28/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	F	:30	1	\$750.002	0.00 NM	1	\$750.00
F	OX 4 NEWS	AT 10P	141-F 10-1030p									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 09/24/12	09/30/12	F	1	\$750.00	0.00						
E 25	4 09/29	9/12 09/29/12	Sa 9-10p 930-10p	CM-All	930-10p (9:30 PM-10	\$-	:30	1	\$450.002	0.00 NM	1	\$450.00
F	OX 4 NEWS		930-10p		(9.50 FNF I	J.UU (*1VI)						
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 09/24/12	09/30/12	S-	1	\$450.00	0.00						
E 26	4 09/29	9/12 09/29/12		CM-All	10-1030p	S~	:30	1	\$630.002	0.00 NM	1	\$630.00
F	OX 4 NEWS	10P	Sa 10-1030p									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 09/24/12	09/30/12	S-	1	\$630.00	0.00						
E 27	4 09/30	0/12 09/30/12	Su 9-10p 930-10p	CM-All	930-10p (9:30 PM-10	S	:30	1	\$750.002	0.00 NM	1	\$750.00
F	OX 4 NEWS		930-10h		(8.30 mivi-10	J.00 PW)						
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	ek: 09/24/12	09/30/12	~~S	1	\$750.00	0.00						
E 28	4 09/30)/12 09/30/12	Su 10-1030P Su 10-1030p	CM-All	10-1030p	S	:30	1	\$630.002	0.00 NM	1	\$630.00
F	OX 4 NEWS	AT 10P	34 10-1030p									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 09/24/12	09/30/12	S	1	\$630.00	0.00						
E 29	4 10/01	1/12 10/03/12	M-F 530-6a M-F 530-6a	CM-Ali	530-6a	MTW	:30	1	\$450.002	0.00 NM	1	\$450.00
F	OX 4 NEWS	AT 530A	W-1 330-0a									
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	k: 10/01/12	10/07/12	MTW	1	\$450.00	0.00	······································					
E 30	4 10/01	/12 10/03/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	MTW	:30	1	\$450.00 2	0.00 NM	1	\$450.00
F	OX 4 NEWS	AT 6A	WEI O-IA									
		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	k: 10/01/12	10/07/12	MTW	1	\$450.00	0.00						
E 31	4 10/01	/12 10/03/12	M-F 7-9a 7-8a	CM-AII	7-8a (7:00 AM-8:	MTW	:30	2	\$450.002	0.00 NM	2	\$900.00
F	OX 4 NEWS		1-0a		(7.00 AW-0.	OU AIVI)				-		
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	k: 10/01/12	10/07/12	MTW	2	\$450.00	0.00						
E 32	4 10/01	/12 10/03/12	M-F 7-9a 8-9a	CM-AII	8-9a (8:00 AM-9:	MTW	:30	2	\$450.002	0.00 NM	2	\$900.00
F	OX 4 NEWS		U-3a		(0.00 MNI-9)	OU AINI)				l		
	Start Date		<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
***************************************	k: 10/01/12	10/07/12	MTW	······································		0.00						
E 33	4 10/01	/12 10/03/12		CM-All	9-10a	MTW	:30	2	\$150.007	0.00 NM	2	\$300.00
F	OX 4 NEWS	AT 9A	M-F 9-10a									



578501

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Hiatus Dates

<u>Original Date / Revision</u> 09/26/12/ 09/26/12

Order Sep 00:30:00

Advertiser Women Vote

Product WOMEN VOTE

Ln Ch		End	Inventory Code			Time Days	Len Sp		Rate Pri		Spots	Amount
E 33	4 10/01/	12 10/03/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	MTW	:30	2	\$150.007	0.00 NM	2	\$300.00
FOX	X 4 NEWS A	T 9A								ļ		
10/	Start Date	End Date	<u>Weekdays</u> MTW	Spots/Week	Rate	Rating				İ		
	10/01/12 4 10/01/	10/07/12 12 10/03/12		2 CM-AII	\$150.00 10-11a	0.00 MTW	:30	2	\$200.002	0.00 NM	2	6400.00
	10/01/	12 10/00/12	M-F 10-11a	OW-74II	10-11a	145 1 66	.30	4	\$200,002	O.OO MIVI	2	\$400.00
LIVE	E W KELLY											
Week	<u>Start Date</u> :: 10/01/12	End Date 10/07/12	<u>Weekdays</u> MTW	Spots/Week 2	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
		12 10/03/12	M-F 12p-1p	CM-All		MTW	:30	2	\$225.003	0.00 NM	2	\$450.00
			M-F 12-1p					_	4220.000	0.00 1411	2-	Ψ-00.00
FOX	X 4 NEWS A		Maratula .	0 1 444 1	5 .	5						
Week:	Start Date : 10/01/12	<u>End Date</u> 10/07/12	<u>Weekdays</u> MTW	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
		2 10/03/12	M-F 3-4p	CM-All		MTW	:30	2	\$150.002	0.00 NM	2	\$300.00
			M-F 3-4p		,				,		_	4000.00
JUD	OGE JOE/JU	DGE JOE End Date	Mookdova	Cnoto Minole	Data	Define						
Week:	Start Date : 10/01/12	10/07/12	<u>Weekdays</u> MTW	Spots/Week 2	<u>Rate</u> \$150.00	<u>Rating</u> 0.00						
E 37 4	4 10/01/1	2 10/03/12	M-F 4-5p	CM-All		MTW	:30	2	\$300.003	0.00 NM	2	\$600.00
II ID)))	UDOE IUDV	M-F 4-5p									
	DGE JUDY/J Start Date	ODGE JUDY End Date	Weekdays	Spots/Week	Rate	Rating						
	: 10/01/12	10/07/12	MTW	2	\$300.00	0.00						
E 38 4	4 10/01/1	2 10/03/12	M-F 5-6p	CM-All	5-530p	MTW	:30	3	\$450.003	0.00 NM	3	\$1,350.00
FOX	X 4 NEWS		5-530p		(5:00 PM-5:3	30 PM)				I		
10%	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week:	: 10/01/12	10/07/12	MTW	3	\$450.00	0.00						
E 39 4	4 10/01/1	2 10/03/12	•	CM-All	530-6p	MTW	:30	3	\$450.003	0.00 NM	3	\$1,350.00
FOX	X 4 NEWS		530-6p		(5:30 PM-6:0	00 PM)						
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				ı		
Week:	10/01/12	10/07/12	MTW	3	\$450.00	0.00						
E 40 4	4 10/01/1	2 10/03/12	M-F 6-630p	CM-All	6-630p	MTW	:30	3	\$600.003	0.00 NM	3	\$1,800.00
FOX	K 4 NEWS AT	Г6Р	M-F 6-630p									
	Start Date		<u>Weekdays</u>	Spots/Week	Rate	Rating						
	: 10/01/12	10/07/12	MTW	3	\$600.00	0.00						
E41 4	10/01/1	2 10/03/12	M-F 9-10p		9-930p	MTW	:30	3	\$750.007	0.00 NM	3	\$2,250.00
FOX	K 4 NEWS		9-930p		(9:00 PM-9:3	30 PM)						
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				i		
	10/01/12	10/07/12	MTW	3	\$750.00	0.00						
E 42 4	1 10/01/1	2 10/03/12	M-F 9-10p		930-10p	MTW	:30	3	\$750.007	0.00 NM	3	\$2,250.00
FOX	(4 NEWS		930-10p		(9:30 PM-10	.uu mivi)						
	Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	10/01/12	10/07/12	MTW	3	\$750.00	0.00						
E 43 4	1 10/01/1	2 10/03/12	M-F 10-1030p	CM-All	10-1030p	MTW	:30	3	\$750.007	0.00 NM	3	\$2,250.00
			M-F 10-1030p									

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Contract / Revision

578501

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Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:30:00

Advertiser Women Vote

Product WOMEN VOTE

Estimate # 1883

Lr	, ,	Ch	Start	End	Inventory Code	Brook	Start/End	Time Davs	Len Sr	no to	Data Dri	Dto Tuno	Tota	
l1	, ,	V11	Otart	LIIU	inventory code	Dieak	StatuLifu	Title Days	ren of	JUIS	rate Pii	Rtg Type	Spors	Amount
E 4	3	4	10/01/12	10/03/12	M-F 10-1030p M-F 10-1030p	CM-AII	10-1030p	MTW	:30	3	\$750.007	0.00 NM	3	\$2,250.00
	F	OX 4 N	NEWS AT	10P	,									
		Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
\ \	/Ve	ek: 10/0	01/12	10/07/12	MTW	3	\$750.00	0.00						

Totals 70 \$37,910.00